

Road Respect wants all drivers to Make It Home For Christmas

This Christmas, Road Respect is pushing its 'Make it home for Christmas' campaign through social media to encourage people to watch it's first of it's kind interactive video 'Choices'.

December 12, 2012 (FPRC) -- Road Respect, the North East UK's better driving campaign, wants all drivers and road users to make it home for Christmas by staying aware and legal on the roads this winter.

Tragically, 58 people didn't make it to Christmas last year with 2 people dying in the Christmas season because in drink related collisions. All fatalities in December 2011 were drink related with 4 fatalities across the region in December.

Road Respect is pushing it's Make It Home For Christmas campaign through social media to encourage people to watch it's first of it's kind interactive video 'Choices'. The campaign asks motorist to make a choice and take heed of the messages that drivers making better decisions can avoid most deadly crashes.

The campaign also has a competition that will give motorists an exciting way to increase their driving skills with top driver trainers.

Despite a national rise in fatalities, the strong work of local authorities, the emergency services and campaigns in the Northumbria Police force area has resulted in a dip in fatal and serious injury road traffic collisions. There was a 15% reduction in fatalities in 2011 compared to the previous year with a 40% reduction in the trend over the last 5 years. Serious injuries fell 6% from 2010 with an 18% reduction in the trend over 5 years. However, that's still too many.

Jeremy Forsberg from the Road Respect campaign said, 'Tis the season for fun and family and we just want drivers to make it home to theirs. A few drinks with colleagues is fun, but the wrong choice by getting behind the wheel costs lives.

'Using a mobile to call someone to tell you they'll be late while behind the wheel, speeding to get to your party, quite frankly, it's all nonsense. Unlike Scrooge, you won't get visited by three ghosts to change your ways when something goes wrong.'

The campaign will be running on the Road Respect Facebook Page www.facebook.com/roadrespectuk and can be found on the Road Respect website www.roadrespect.org.

Jeremy said, 'Take part in the campaign, possibly win a cool prize, be a better driver and most importantly – Make it Home for Christmas'

Ends

Note to Editors:

Silver Mine Communications/ Firebrand Digital Strategies on behalf of the Northumbria Safer Roads Initiative –

The Northumbria Safer Roads Initiative consists of Gateshead Council, Newcastle Council, Northumberland Council, South Tyneside Council, North Tyneside Council, Sunderland Council, Northumbria Police, Newcastle University, Northumberland and Tyne and Wear Fire and Rescue Services, Her Majesty's Court Service and the Highways Agency.

Road Respect is the campaign run by the NSRI to educate drivers about the dangers of speeding and anti-social behaviour on the roads and to change driving culture of North East drivers. Established in 2006, the campaign has 48% recognition in Northumbria for over 16s and 1 in 2 drivers who have seen campaign messages say it has had a positive impact on their driving behaviour.

An independent market research company conducts the above research for NSRI. Samples are taken with an age, gender and demographic quota and weighted to ensure the data is representative of the population.

Firebrand Digital Strategies produced the video and interactive for the Road Respect Campaign

VIDEO LINK - <http://youtu.be/ISJ7pE9CoEk>

Contact Information

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